

Agricultural Viability

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V(A). Planned Program (Summary)

1. Name of the Planned Program

Agricultural Viability

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
215	Biological Control of Pests Affecting Plants	20%		20%	
601	Economics of Agricultural Production and Farm Management	50%		50%	
604	Marketing and Distribution Practices	30%		30%	
Total		100%		100%	

V(C). Planned Program (Inputs)

1. Actual amount of professional FTE/SYs expended this Program

Year: 2007	Extension		Research	
	1862	1890	1862	1890
Plan	75.0	0.0	36.0	0.0
Actual	26.0	0.0	37.5	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c 477309	1890 Extension	Hatch 1272161	Evans-Allen
	0		0
1862 Matching 1898196	1890 Matching	1862 Matching 2274237	1890 Matching
	0		0
1862 All Other 822080	1890 All Other	1862 All Other 1686909	1890 All Other
	0		0

V(D). Planned Program (Activity)

1. Brief description of the Activity

Identify critical programmatic foci/needs based on Extension and stakeholder assessment. These can be broadly defined under three areas:

- Production BMPs (nutrient, pest, waste/by-products management, water quality and quantity, energy)
- Financial BMPs (marketing, labor, risk management, policy e.g. farmland preservation)
- Ag Systems (sustainable ag, organic ag, new crops and use/alternative)

Develop an inventory of local (county based), regional and statewide programs designed to meet these needs; identify team members and their roles.

Create a multi-task effort to generate and share research-based information with clientele through demonstrations, educational meetings and workshops, certification programs, trainings, development of recommendation and decision making guides, etc.

2. Brief description of the target audience

Stakeholders (broadly defined to include producers, processors, marketers, end-users, policymakers, legislators)
 Commercial agriculture producers and end-users (such as marketers, processors, consumers, etc.)
 Municipalities and other governmental and non-governmental agencies, etc.

V(E). Planned Program (Outputs)

1. Standard output measures

Target for the number of persons (contacts) reached through direct and indirect contact methods

	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Year	Target	Target	Target	Target
Plan	8500	1014000	85	140
2007	55585	5968903	115	150

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year	Target
Plan:	2
2007:	0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

	Extension	Research	Total
Plan			
2007	64	0	64

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

166 articles in non-refereed journals, proceedings and abstracts; 492 professional presentations; 324 extension publications, popular press newsletters and fact sheets.

Year	Target	Actual
2007	{No Data Entered}	982

V(G). State Defined Outcomes

O No.	Outcome Name
1	<p>Short Term Increases in knowledge and skills of agricultural and horticultural industry professionals will occur.</p> <ul style="list-style-type: none"> • Nutrient management • Pest management • Waste/by-products management and utilization • improving water quality and conserving water • conserving energy • marketing skills • labor management • risk management • policy e.g. farmland preservation • sustainable ag and organic ag production methods • new crops and use/alternative crops
2	<p>Medium Term Productive agricultural land is stabilized to meet the needs of the agricultural industry and the "open space" needs of people of NJ. Agriculture remains a relevant and viable economic sector as profits increase (through reduced costs and/or increased or new sales or revenue streams). Measurable reductions in environmental impact (clear and adequate sources of water, reduced waste, reduced soil losses, reductions in non-point source pollution, etc.) will occur through the adoption of improved and sound management practices. Overall state environmental quality will be enhanced by agriculture, such as through the utilization and recycling of biowastes generated by the non-ag sector or the enhancement of air quality. The products of NJ agriculture will add to the nutritional quality of New Jerseyans food.</p>
3	<p>Long Term New Jersey's agriculture will remain a viable and important industry. New Jersey residents will recognize the importance of agriculture's contributions to societal well being (open space, quality of life) and will support the agricultural industry socially, politically and economically.</p>
4	<p>Short Term - Increases in knowledge and skills of agricultural and horticultural industry professionals will occur. - Nutrient management - Pest Management -Waste/by-products management and utilization -Improving water quality and conserving water - conserving energy - marketing skills - labor management - risk management - policy e.g. farmland preservation - sustainable ag and organic ag production methods - new crops and use/alternative crops.</p>
5	<p>Medium Term - Productive agricultural land is stabilized to meet the needs of the agricultural industry and the 'open space' needs of people in NJ. - Agriculture remains a relevant and viable economic sector as profits increase (through reduced costs and/or increased or new sales or revenue streams). - Measurable reductions in environmental impact (clear and adequate sources of water, reduced waste, reduced soil losses, reductions in non-point source pollution, etc.) will occur through the adoption of improved and sound management practices. - Overall state environmental quality will be enhanced by agriculture, such as through the utilization and recycling of biowastes generated by the non-ag sector or the enhancement of air quality. - The products of NJ agriculture will add to the nutritional quality of New Jerseyans food.</p>
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8	Medium Term Production agricultural land is stabilized to meet the needs of the agricultural industry and the 'open space' needs of people of NJ. Agriculture remains a relevant and viable economic sector as profits increase (through reduced costs and/or increased or new sales or revenue streams). Measurable reductions in environmental impact (clear and adequate sources of water, reduced waste, reduced soil losses, reductions in non-point source pollution, etc.) will occur through the adoption of improved and sound management practices. Overall state environmental quality will be enhanced by agriculture, such as through the utilization and recycling of biowastes generated by the non-ag sector or the enhancement of air quality. The products of NJ agriculture will add to the nutritional quality of New Jerseyans food
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11	Long Term - New Jersey's agriculture will remain viable and important industry. - New Jersey residents will recognize the importance of agriculture's contributions to societal well being (open space, quality of life) and will support the agricultural industry socially, politically and economically.
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Outcome #1

1. Outcome Measures

Not reporting on this Outcome for this Annual Report

2. Associated Institution Types

3a. Outcome Type:

3b. Quantitative Outcome

Year	Quantitative Target	Actual
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3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

What has been done

Results

4. Associated Knowledge Areas

KA Code	Knowledge Area
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V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

V(I). Planned Program (Evaluation Studies and Data Collection)

1. Evaluation Studies Planned

- Before-After (before and after program)
- During (during program)
- Time series (multiple points before and after program)
- Comparisons between program participants (individuals, group, organizations) and non-participants
- Comparisons between different groups of individuals or program participants experiencing different levels of program intensity.
- Comparison between locales where the program operates and sites without program intervention

Evaluation Results

Evaluation results are unique to each program. See Qualitative Outcome Statements.

Key Items of Evaluation